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Senate Passes Measures Protecting Families from Unsolicited E-mail

(LANSING) – Internet surfers ranging from small children to senior citizens can breathe a sigh of relief thanks to measures passed by the Senate that protect consumers from unsolicited bulk and commercial e-mail – better known as Spam – Sen. Jud Gilbert, R-Algonac announced.

“I don’t think there is a single individual in Michigan who enjoys surfing the net and having unsolicited e-mail messages appear,” Gilbert said. “Many of these messages originate from sources that market adult entertainment and other objectionable materials. I am pleased that the Senate passed these measures in order to help keep our children protected from unwelcome messages.”

SB 357, co-sponsored by Gilbert, creates the “Electronic Mail Solicitation Act,” which promulgates the following guidelines:

- Creates the Electronic Mail Solicitation Program within the Department of Consumer and Industry Services, and requires the program to maintain a list of e-mail addresses of people who do not want to receive unsolicited commercial e-mail,
- Requires senders of unsolicited commercial e-mail to register with the program and pay a fee, and
- Requires senders to include a valid method for recipients to opt-out of future e-mails.

(MORE)

House Bill 4519, a companion bill to SB 357, requires all spam messages to be identified by the insertion of “ADV:” in the message header; prohibits the use of misleading or false information by individuals who transmit unsolicited, bulk commercial e-mail messages and provides penalties for specific types of spam violations.

SB 357 awaits consideration from the House of Representatives while HB 4519 will now be sent back to the House for concurrence.